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'CAFE ON THE PARK' MAKES DEBUT TUESDAY

New York Mayor John Lindsay is expected to attend next Tuesday's inaugural of the new OPC feature, the "Cafe on the Park."

This is the Club's ornate second-floor dining room, overlooking Bryant Park, which is being opened for summer as a cocktail lounge. Service will be weekdays from noon to 3 p.m. and from 5 to 8 p.m. A light menu of sandwiches and hors d'oeuvre will be offered.

A full selection of hot dishes will be served in the first-floor grill.

With Belt Tightening, Club Could Break Even This Year, Saffir Says

By GEORGE E. BURNS

OPC Treasurer *Leonard Saffir* this week disclosed that the Club took a \$105,000 operating loss in the fiscal year that ended April 30, but that the administration that took office May 1 already has imposed economies it expects may make the operation break even this year.

If the audit that Club accountants Laventhol Krekstein Horwath & Horwath submit in about two months substantiates Saffir's preliminary and un-

audited report, fiscal 1969-1970—before the present administration took office—will be the second year in a row that Club operating losses have broken the \$100,000 mark. In fiscal 1968-1969 they hit \$145,000.

Break-Even Point Seen

But, Saffir said, Club economies should enable the operation to survive the lean summer months, and new management policies could bring about a break-even at the end of this fiscal year and a possible profit the next.

A program for refinancing and gradually paying off Club indebtedness is in process of development.

Club President *Oursler* also said the Board is working on several forms of major refinancing for the long haul.

"Ideally a club should be able to pay most of its operating expenses from its membership dues, and then turn a small profit for reserves from operations," *Oursler* said, "This is the ideal we are aiming at."

As for recent operations, Treasurer Saffir said, "our total gross income in each of the past two fiscal years was virtually equivalent to our total labor costs alone. All our expenses over and above labor were consequently red ink."

The belt-tightening measures effected by the new administration in a number of areas of Club activity should go far toward balancing OPC expenses and income, Saffir indicated.

Economy Measures

Unfortunately, reductions in staff have been necessary for economy reasons, and these have been carried out with due consultation with the unions and in full observance of the equity and seniority rules.

Saffir also projected a saving of

Reedy, At Book Night, Tells of Intrigue And 'Windbagery' Around President

By ED EDWIN

"People didn't expect this kind of book from a former press secretary," George Reedy told OPCers questioning him about his book *Twilight of the Presidency*. Since finishing it and observing the incumbent chief executive, the one-time aide to Lyndon B. Johnson believes that his thesis "is more valid every day."

Yet in postulating that presidents have been becoming isolated from their constituents like monarchs "at an accelerating rate," he said it was not only because of a guarding coterie that may be "sycophantic," but also because "everyone tries to make it easy for him."

Although in his foreword he claims no scholarly credentials, he said he hopes that academia will take *Twilight* into account; for in his own readings on the presidency, he writes, he found "the impact of the institution on individuals" scarcely treated. Below the progressively isolated leader, he reports, "is a mass in intrigue, posturing, strutting, cringing, and pious 'commitment' to ir-

relevant windbagery."

Influencing a President

Those who know how to change a president's mind use techniques "like a woman trying to con her husband into buying her a mink coat."

Book Night Chairman *Anita Diamant Berke* opened the event, and Program Committee Chairman *Gordon Fraser* moderated. Also at the dais was OPC President *Will Oursler*. Fraser jocularly suggested that since the guest had found the White House a "cloak for intrigue," he might have some sympathy for the OPC and National Press Club, which have their "share of knaves."

Twilight shows Reedy in favor of White House press policies that "would consist solely and simply of according all media equal access to whatever information is available." And he told dinner participants that the press secretary's job is "essentially not difficult," yet it becomes "impossible."

The reason why, he concluded, is that when a president's popularity wanes,

(See page 4)

(See page 3)



PARTY LINE: Dan Kurzman is shown with guests at the reception held for him recently in Washington. From left are Art Holzman, Lee Hall, James Carey, In-Chen, Paul Bethel, Kurzman, Norman Carey, Jessie Stearns and Norman Paige.

WORLD-WIDE TICKER

JOHN RICH ELECTED TO HEAD TOKYO CLUB

By AL KAFF

TOKYO — John Rich of the National Broadcasting Company, a veteran correspondent in Asia, was elected president of the Foreign Correspondents Club of Japan June 26 for the year starting July 1.

Rich, one of the charter members of the club which was founded in 1945, won over Ugo Puntieri of ANSA, the Italian news agency. Puntieri was seeking a second term.

Other officers elected were Fritz J. Steck, Neue Zeurecher Zeitung (Switzerland), first vice president; Peter S. Higashi, Associated Press, second vice president; Barry G. Riddell, London Evening Standard, secretary, and Lee Chia, Central News Agency (Taiwan), treasurer.

Elected directors — at — large were Albert E. Kaff, United Press International; Evgeniy Rusakov, Komsomolskaya Pravda (USSR); Donald Shannon, Los Angeles Times, and Bill Shinn, Sisa News Agency (South Korea).

The Tokyo Foreign Correspondents Club is planning a series of events this autumn to mark its 25th anniversary.

The club occupies two floors of an office building in Tokyo's Marunouchi (Inside the Circle) district, financial center of the city, two blocks from the 17th century Imperial palace grounds where Emperor Hirohito lives in a \$36

million palace.

Rich came to Japan with International News Service during the early days of the allied military occupation and switched to NBC in 1950 at the start of the Korean War.

He speaks Japanese (learned in the US Navy during World War II) and has spent most of his career in the Far East, where he now is the NBC chief. He worked in Europe for NBC from 1957 to 1962, then returned to Japan.

Membership in the Tokyo Club includes 283 regular correspondent members, 1,305 resident associate members (most of them business and professional men, public relations people and foreign embassy staffers) and seven resident life members (past presidents).

The club's dining rooms and two bars are packed every week day at noon and crowded in the evenings. Like Japan itself, the club's business is booming and earns cash reserves each year.

Norman Williams, long-time news executive in the Far East, has taken a new position as public affairs director in Asia for the First National City Bank of New York, Williams moved from Tokyo to Hong Kong with his wife and their two children in June to set up office in the bank's newly-created post. Williams formerly worked for United Press International and later Newsweek in executive positions.

WASHINGTON HONORS KURZMAN ON BOOK

By JESSIE STEARNS

WASHINGTON — OPC Award-winning author Dan Kurzman shook hands and held court with his OPC colleagues and distinguished members of Congress at a reception given by his friends — Brooklyn Rep. and Mrs. Bertram Podell, in the Rayburn House Office Building June 10.

Rep. L. Mendel Rivers, D-S.C., chairman of the House Armed Services Committee; Rep. Hale Boggs, D-La.; House Majority Leader Carl Albert, D-Okla.; Rep. Philip Burton, D-Calif.; Rep. Larry Winn, R-Kan.; and Rep. Ken Gray, D-Ill.; chatted with Dan about his book, *Genesis 1948: The First Arab-Israeli War*.

The book is based on many secret documents and on more than 1,000 interviews with all the people involved in the genesis of Israel, which became an independent nation 22 years ago.

Three years ago Kurzman signed a contract for the \$12.95 book with World Publishing Company, who advanced him \$40,000.

George Reedy, author of *Twilight of the Presidency* (featured at an OPC Book Night in June), dropped by. Victor Laskys, who are relocating here for a year while he researches a book, came, as did the Art Holzmans, the Jim Careys, the Barrett McGurns, Angele de T. Gingras, Ralph de Toledano, Julia Edwards, the Paul Bethels, the Norman Paiges, Lee Hall and her husband, NBC's Richard Valeriani, In Chen (in from New York City) and Jessie Stearns.

Gertrude Samuels, New York Times, was one of many out-of-town newswomen here covering the two-day 50th Anniversary of the Woman's Bureau of the department of Labor. Events included an 11 a.m. meeting at the White House with Mrs. Richard Nixon.

At the Department of State Correspondents Association's annual meeting, a formal resolution voicing unhappiness over the infrequency of news conferences held by Secretary William P. Rogers was adopted.

After more than 16 months in office, the Secretary has held only seven general news conferences in Washington and only two this year. At his first news conference on April 7, 1969, he said, "from now on I intend to have a press conference on a fairly regular basis every two or three weeks, or four."

George Sherman, Washington Evening Star, was elected president of the 350-member organization, succeeding Nicholas Daniloff, UPI. Jim Anderson, Westinghouse Broadcasting Co., was elected

vice president, and John P. Wallach, Hearst Newspapers, secretary-treasurer. **Joe Newman**, U.S. News and World Report, was one of seven — five women and two men — inducted into Sigma Delta Chi, journalism society, in June.

The five Washington women — Katherine Graham, Washington Post president; Jane Denison and Helen Thomas, both of UPI; Frances Lewine, AP; and Mary Lou Forbes, Pulitzer Prize winner with The Washington Star — were among the first to join the 61-year-old, previously all-male group.

Herbert G. Klein, communications director of the Nixon Administration, told the society that "the American press corps is without a doubt the greatest press corps the world has ever seen. I am one who feels we must avoid too much government in the field of journalism."

He supports the right of the government to criticize the press, he said, but he also said the press has the right to criticize the government.

The admission of women into the previously all-male SDX may be only one breakthrough for women journalists. Donald Larrabee, Washington bureau chief for New England papers and National Press Club board chairman, promised that women journalists will be admitted into that male bastion too, "before the year is out."

He will propose female membership to the Board of Governors later this month. He says he can count seven of the 12 governors in his corner.

COMMITTEE NEWS

Coordinating Unit to Channel Help and Advice

The newly-created Coordinating Committee, headed by Club Vice President **Joe Peters**, will attempt to evaluate interacting roles of the OPC's numerous committees and will channel suggestions and offers of help from members.

Peters emphasized that the new committee, approved by the Board of Governors June 10, will in no way interfere with the actions of individual committee chairmen. He said that chairmen should have a free hand in running their committees, including recruitment of volunteers, and should remain responsive and responsible only to the Board of Governors.

He outlined the functions he expects the new committee to perform:

A. The group will study present activities and plans of all committees, evaluating the contributions of each to the membership. On the basis of its

Break Even *(From page 1)*

nearly \$35,000 from cutting overtime costs from an average of \$800 a week last year to under \$100 a week this year.

President Oursler said the new leadership's objective had been a maximum reduction in costs at a minimum reduction in Club service to members.

"I think we have now cut back as far as we can without seriously reducing the service," he said. "Now we can begin to build again—new programs, new activities, new horizons—to restore our Club, both financially and in terms of its journalistic meaning."

Emphasizing that present figures are approximate, Saffir listed these as major sources of Club income in fiscal year that ended April 30:

Commercial rentals \$70,000; food \$200,000; beverages \$125,000; membership dues \$200,000. This totals nearly \$600,000.

He enumerated these major expenses—approximately:

Administration \$130,000; house expenses \$150,000; The Bulletin \$30,000; payroll taxes and employee benefits \$50,000; cost of food \$230,000; cost of beverages \$100,000; rental, real estate taxes and insurance \$70,000; committee expenses \$7000. This totals nearly \$700,000.

"These are expenses—not what was actually paid," Saffir said. "For example, the \$70,000 was not paid to the Correspondents' Fund, and fiscal 1970 closed with substantial debts to food

purveyors, garbage collectors, Con Edison, the linen service, and others."

Cut Extra Services

"As low as our rental income was, the Club was supplying tenants many maid and maintenance services not ordinarily supplied and which we could not afford. We are cutting back on these extra services and will ask the tenants to help more with these costs."

"We were taking in about \$70,000 on commercial rentals, and spending \$50,000 on labor to maintain them."

Food losses and beverage profits just about balanced out, Saffir said. "The Grill Room makes money. We will keep that operating as usual, with no cutbacks, naturally."

The conversion of the dining room to the "Cafe in the Park" for the summer is part of the economic master plan, too.

Instead of serving full-course hot meals, the "Cafe" will respond to the seasonal slack in trade and appetite for light collation by offering sandwiches, salads, and drinks at popular prices.

Saffir said the Club has about \$60,000 in paper assets in the form of delinquent dues, but could probably write most of these off. "Lots of members who quit didn't write letters of resignation," he said. "They just stopped paying their dues."

On the other hand, he noted, payment in the last three weeks of June of dues, and house accounts by members totaled about \$36,000.

NEW YORK SCENE

Tues., July 7 — Inaugural of "Cafe on the Park". Dining Room open as cocktail lounge. Noon to 3 p.m., 5 to 8 p.m. Sandwiches, hors d'oeuvre.

* * *

Reservations not cancelled 24 hours in advance will be charged to members' accounts.

BULLETIN DEADLINE

Advertising copy for the July 18 issue of The Bulletin is due Friday, July 10, and all other copy is due at noon Monday, July 13.

MOSCOW ASKS CBS MAN TO LEAVE

CBS Newsman William Cole was advised by Moscow's Foreign Ministry this week to leave the Soviet Union because of activities "incompatible with the status of a foreign journalist."

Reedy (From page 1)

he finds it "far more satisfying to blame his failure on the press because his problems then can be attributed to a conspiracy." Sooner or later, "a paranoia" creeps in, and no president, except Benjamin Harrison, who died three months after taking office, has evaded bitter battles with the press.

Nixon's Problem

Yet president-versus-media warfare, under Reedy's thesis, further reflects the "breakdown between the leader and the people he leads." For while media "can rearrange facts or interpret them in the best or worst possible light," their "ability to change facts is severely limited as long as any degree of competition remains."

Such is the root of Richard M. Nixon's confrontation with Congress over presidential power. "I think it is quite a serious (crisis)," Reedy said, "but not as serious as between the President and the country. Congress is a reflection of the country itself." So when a division occurs between the chief executive and The Hill, it signifies "a deep division between the President and the country. Legislators are hearing from their constituents." So will members of the next Congress, he added, irrespective of the outcome of this fall's elections.

Asked if LBJ had ever felt caught not knowing what was going on, the former White House press secretary said that he had realized that a president

"has no way of knowing how people authentically feel."

Reedy also implied presidents misuse polls by focussing on "where people stand" rather than "to know why" they feel as they do.

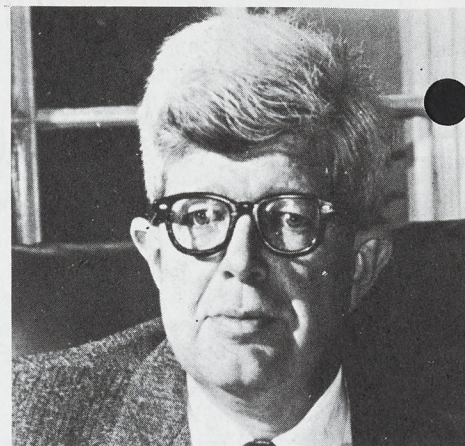
Misleading Staff Reports

Not only does his isolation from constituents increase, but a president has difficulty learning the truth from staff reports. Johnson had not anticipated what happened in Viet Nam, Reedy said, because early pacification reports looked good and military leaders assured him that only a few thousand more men could finish the job.

Agreeing that a "silent majority" exists — "mostly people about my age," who have "reached that point in life when we wish all of us would go away" — Reedy foresaw a breaking apart under "impact of problems."

The President's mission is "to convince all major elements of the population that they are getting a fair shake of the dice." While they probably will not get all that they desire, they "want to feel that the President thought it all out." Yet Nixon, after only a year of relative unity, has been confronted with the same polarization that faced Johnson, he said.

Through what he calls "The Reedy Free Hotel" in Washington, often filled with his gregarious son's rapping guests (invited during the younger Reedy's hitchhiking trips to such points as Se-



REEDY: Bitterness all over.

attle and Montreal), Reedy has learned that the young "have lost faith on grounds that nobody is listening to them." Similarly, the found that "nothing has been done for the silent majority," and he foresees "the possibility of 'bitterness surfacing all over the place.'" Even Nixon-supporting blue-collar workers are becoming disenchanted with unemployment and inflation, he noted.

Closing the session, Fraser said his young daughter had commended the reading of the conclusion of *Twilight*: "somehow this thing must be made happy again. Somehow we must learn to govern our people from an office that is secular and not from a court that is sanctified..."

THE OVERSEAS PRESS BULLETIN

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I THOUGHT YOU BROUGHT THE BOAT... is what Overseas Yacht Club Commodore Charles Schreiber (dark shirt) seems to be saying at the latest OYC outing on a hillside at the Larchmont Yacht Club. Despite sunny skies, most members depended on the others for the rendezvous boats, with the result that all came by land, none by sea.

Crayon Works Featured in Club Art Show

Crayon, a medium more common in kindergarten than in the studio, was used by the late prominent artist Donald Gelb to produce the kind of effect that the men of the Renaissance got from lowly plaster. Examples of this technique are in a retrospective show now on view at the Club.

Thirty-two of Gelb's works in oil, acrylic and crayon can currently be seen in the Club's dining room and on the

stairway leading from the first to the second floor.

A former art director for Foote, Cone and Belding, for Bantam Books and staff artist for Book-of-the Month Club, Gelb was graduated from the Art Institute of Chicago. Later he was a teacher on the Institute's staff. He also was awarded a foreign travel fellowship and studied in Spain, France, Italy, Iran and Persia.

Five of his paintings were acquired by the Vincent Price Art Collection and others by the Cleveland Museum, the Art Institute of Chicago and the Brooklyn Museum.

About four years before his death, he shifted from conventional oil and water color painting to crayon, which he developed as a new art medium.

One of his last works in that medium was a portrait of Abraham Lincoln, which Gelb presented to President Richard M. Nixon. A reproduction of this portrait is among the works on view at the Club.

The subjects in the show, which covers all of the periods in the artist's work, range from Madonna-like mother-and-child poses through battle scenes to nudes. The show was arranged by Art Committee Chairman *Rachael Bail Baume* through the painter's widow, Mrs. Ethel Gelb.

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PEOPLE & PLACES

By BETTY ETTER

ON THE GO: Board member **Ed Talbert**, executive editor of World Aviation Publications, arrived in London for conference and interviews with British aviation leaders on the night of the British national elections. Ed had been emcee several years ago at an OPC luncheon at which then MP Edward Heath was guest of honor. After watching the returns all night, Ed got off congratulatory telegrams to the new Prime Minister and to Winston Churchill, a new Conservative MP, before going to bed.... **Bill Goodrich** vacationing in Cape May, N.J.... **Bill Berns** to Yugoslavia on film projects.... **Estelle** and **Bert White** (he is suffering from Parkinson's disease) back to their Connecticut home after wintering in California.... **Doris Macauley** and husband **Thurston** returned to Ankara, Turkey, where he is Air Force historian at TUSLOG headquarters, from a holiday in Majorca. Outside Palma they rediscovered the Bendinat Hotel, a real Shangri-La, with three fine meals a day at \$7 a person. With them was their son **Theodore**, who has finished his junior year at George Washington U. and is abroad for the summer.... **Beatrice** and **Henry Schapper** recently enjoyed reciprocity at the Pittsburgh Press Club.... **Elaine Shepard**, after guesting twice recently on the **Barry Farber** Show (WOR) off to California and Dallas on feature assignments.... **Felice** and **Harry Levin** back from a three-week trip to Israel and Italy that combined business, pleasure and attendance at the World Congress of Public Relations in Tel Aviv.

NEW POSTS: **Art Foley** appointed director of communications, Department of Public Affairs, New Jersey College of Medicine and Dentistry.

ARTICLES: **Mary Hemingway** in May House and Garden with an article on entertaining easily with goodies from your freezer.... **Lillian G. Genn** has been doing a series of features for Women's News Service and Modern Maturity Magazine. Upcoming for the latter, profiles of Dr. Margaret Mead, Pablo Casals, and OPC member **Alice Widener**, columnist-editor and authority on the Communist movement in the US.... July Glamour is carrying **Meg Whittle Whitcomb's** "Crying: What It Does for You and Why You Shouldn't Fight It."... Israeli-bound **Charles Raddock** bylined in Jewish Life with a special feature on Prague's famed trio, Kafka, Brod and Langer.... Lunching at the OPC with the editor of Guideposts International editions, **Geraldine Fitch** reported that

besides frequent stories in the Chinese edition, she has a Moslem piece scheduled for the August British edition and, for the September Korean edition, the story of Dr. Louise Yim, now president of Chung-Ang U. of Seoul. ... **Don Peretz** in the Middle East Journal with "Israel's 1969 Election — the Visible and the Invisible;" in Mid East for June, 1970, with "Getting to the Heart of the Matter: Palestine;" and in War/Peace Report for June/July 1970 with "Middle East Dialogue."

BOOKS: "The Governor Listeth, A Book of Inspired Political Revelations" by **William F. Buckley, Jr.**, out via Putnam.... The Reader's Digest and the Literary Guild have bought **Curtis Bill Pepper's** and Dr. Christian Barnard's "One Life," which has already been published in 15 countries.... World Publishing bringing out **Dan Kurzman's** "Genesis 1948," about the first Arab-Israeli war.... **Ralph G. Martin** back from a trip to England, Russia and France to complete research on the second volume of "Jennie: The Life of Lady Randolph Churchill." The paperback edition of Volume 1 is scheduled for July publication by New American Library, with a first printing of 500,000.

RADIO & TV: **Blair Clark**, former campaign manager for Sen. Eugene McCarthy headlined on an hour's talk show, "All About TV," on Channel 31, June 24.... Producer **Lucy Jarvis** looking into the drug situation for an NBC special slated for August.... **Edward Robb Ellis** talked about his book, "A Nation in Torment," on Jack O'Brian's Critic's Circle (WOR) June 24.... **Gunther Less** hosting a new 5-times-a-week travel show, "V.I.P. Travel Guide" on New York's Channel 9.

HONORS: On behalf of the Art Institute of Boston, **Edward L. Bernays** presented the Distinguished Service Award for Creative Communication in Journalism to **Bob Considine** at a banquet in Boston June 27. Since Considine was in Cambodia, the award was made in absentia.... **Isaac Don Levine**, who delivered the English portion of the Eulogy at the funeral service for Alexander Keren-sky, made the Congressional Record on June 16, when his talk was reprinted at the suggestion of the Hon. F. Edward Hebert of Louisiana.... **Martin A. Bursten** appointed Gov. Rockefeller's personal representative to the 50th anniversary Assembly of Histadrut (General Federation of Labor in Israel) held in Tel Aviv June 26 to July 7.... **Dr. Alberto Gainza Paz** awarded the Golden Pen of Freedom by the FIEJ (Federation Internationale des Editeurs de Journeaux et Publications).... **Robert F. Greene** of Exporters Encyclopedia elected president of the International Executive Association.

SPEAKERS: **Bruce Cassiday**, a fiction editor of Argosy magazine, guest speaker at the June meeting of NY chapter of the National League of American Pen Women. His subject: trends in fiction today.

BORN: A son, their second, to **Mary** and **Jeffrey Blyth** on Father's Day, June 21, at Lenox Hill Hospital, NY. He's been christened **Graham Christopher**. Dad is chief US correspondent for the London Daily Mail.

COMING UP: **John Strohm**, editor of National Wildlife, says he will produce an International Wildlife Magazine beginning January, 1971, for the National Wildlife Federation. It will deal with man around the world, his resources and environment.

OOPS! Word received that "Vagrant Vanities," **Raine Edward Bennett's** new book of verse, is being published by the Whitmore Publishing Co., 1809 Callowhill Avenue, Philadelphia.



AMONG THE FAMED: Board member **Ed Talbert** is shown at a recent Adventurer's Club dinner with Astronaut Edwin E. "Buzz" Aldrin (the second man to step onto the Moon) at left, with Gen. George Washington appearing to peer over his shoulder, at right. Talbert was toastmaster at event in New York, at which Aldrin received the Adventurer's Gold Medal.